

GOHSEP-RFQ-17  
Questions and Answers

1. Is the \$500,000 maximum contract amount to **include** the actual media buy/placement or is the media buy/placement **separate**? Based on the quote submission form, it looks like the contract is for services up to the media placement, but not inclusive of the media placement. **\$500,000 is inclusive of cost of all media buy/placement. Media buy/placement is not a separate cost outside of the \$500,000.**
2. The RFP states "Hourly rates – must be all-inclusive rates that include overtime costs, mobilization and demobilization, and any other travel expenses such as lodging and meals." Below it is a place on the form to include rates for 3 hourly individuals. The scope of service also states "The public message campaign must include commercial grade quality and a complete products package to include direct supplies, equipment, production, contractor labor, design and graphic tools." There is no place on the form to account for these expenditures. Will those expenses be paid separately from the 3 hourly positions but within the \$500,000 budget? Or do we need to account for ALL of the above expected expenses over 45 days in the total hourly cost of the 3 individuals section?

**No expenses will be paid for outside of hourly rates for positions identified in this RFQ. Cost for commercial grade quality and a complete products package to include direct supplies, equipment, production, contractor labor, design and graphic tools must be included in hourly rates.**

**Contractor is required to complete the scope of services in 45 days.**

3. I have received the RFQ for Public Relations and Marketing Services for Conquering COVID19 Together. We are well-qualified to produce the program in 45 days and understand the need for an expedited process. However, after discussion with my team, we do not believe the program can be accomplished in 45 days with only three staff members.

If we are able to come under budget, is it acceptable to modify the Quote Form to add the necessary personnel to complete the scope of work?

**No additional personnel can be added. Contractor should include any other staff needed to execute scope of services within one of the identified positions.**